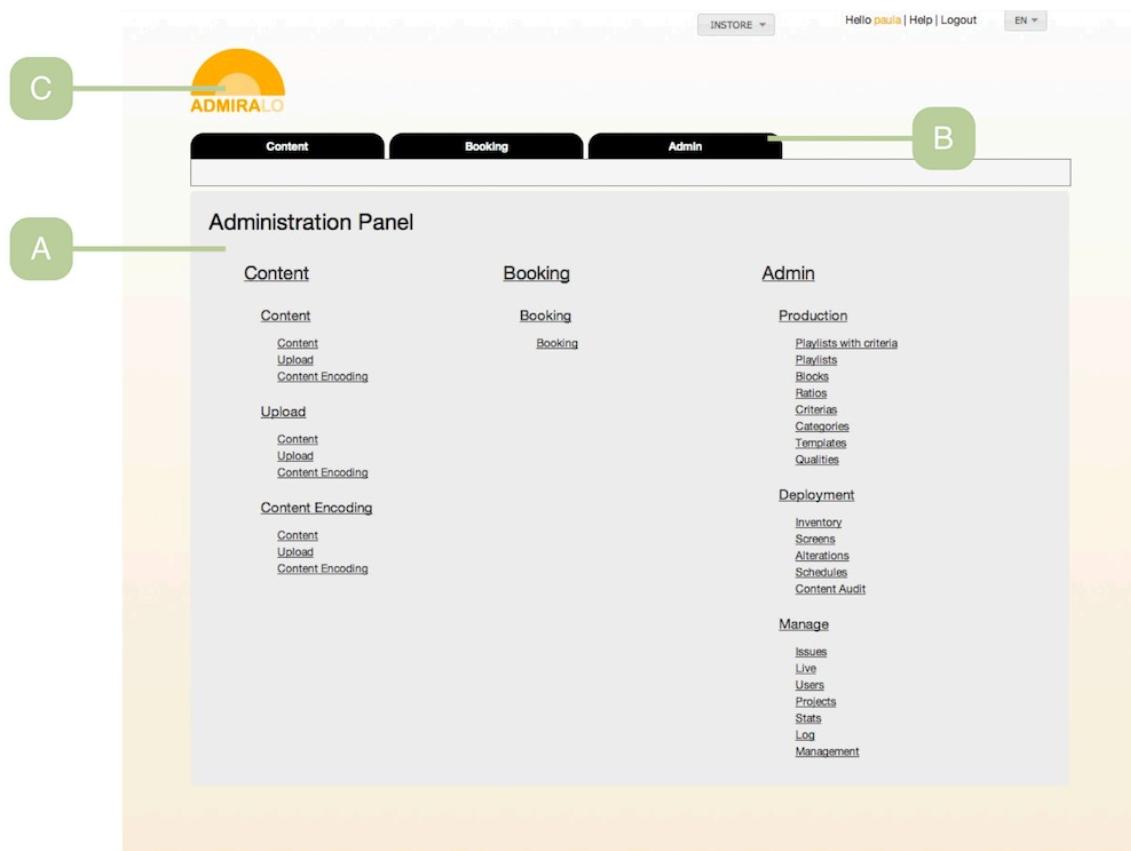


ADmiramobi

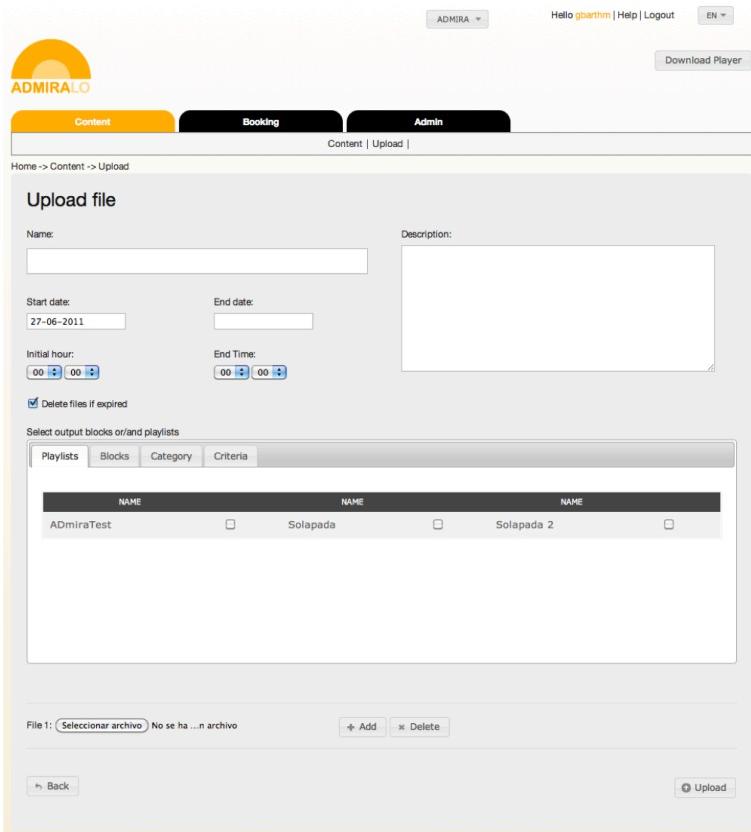
General overview



Index	Function	Description
A	General Overview	Provides an overview of all options and features of ADmiralo
B	Main Menu	Allows the user to browse through the content listed in the General Overview
C	Home	Takes the user back to the Administration Panel

Content

Adding content



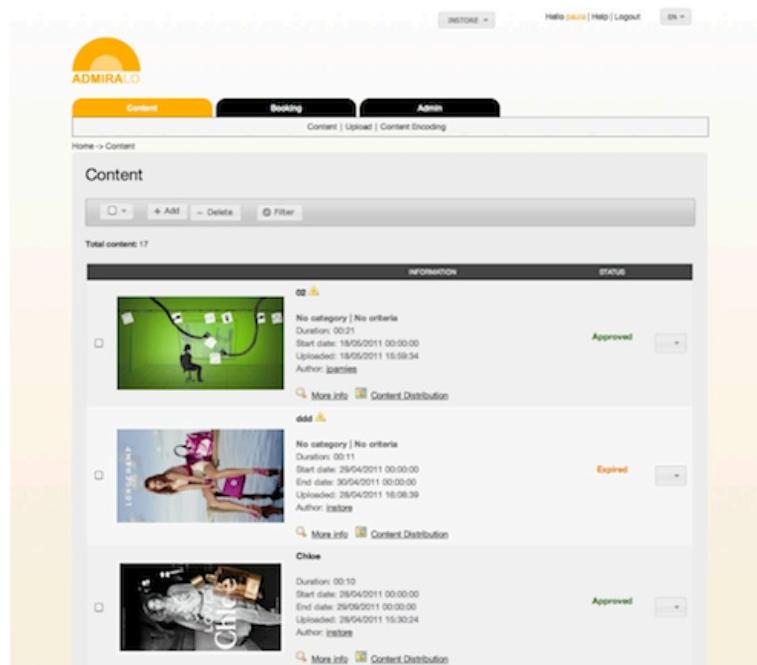
- 1** Enter a name and description of the file(s).
- 2** Select a Start/End date and time.
- 3** Upon completion click the Upload icon to navigate and locate the desired file.
- 4** Under the Playlists tab, select any pre-defined playlists you wish the content to appear in.
- 5** In the Blocks tab select any pre-defined blocks for the content to be placed in.
- 6** Continue the same selection process for the Category and Criteria tabs.

Note

When adding content you are presented with three types of content to upload: **Full Screen**, **Flash + Attachment**, and **Attached Files**. Use **Full Screen** to upload a single file (Images, Flash, Video) to be shown in full screen. **Flash + Attachment** uploads base content (swf) and an attachment (xml, jpeg, etc.). Finally, **Attached Files** allows you to upload a file to be associated with some existing base content.

Editing distribution

It is necessary to assign criteria (see pg. 7) and categories (see pg. 11) to any content that will be used for broadcasting tests in the advanced mode.

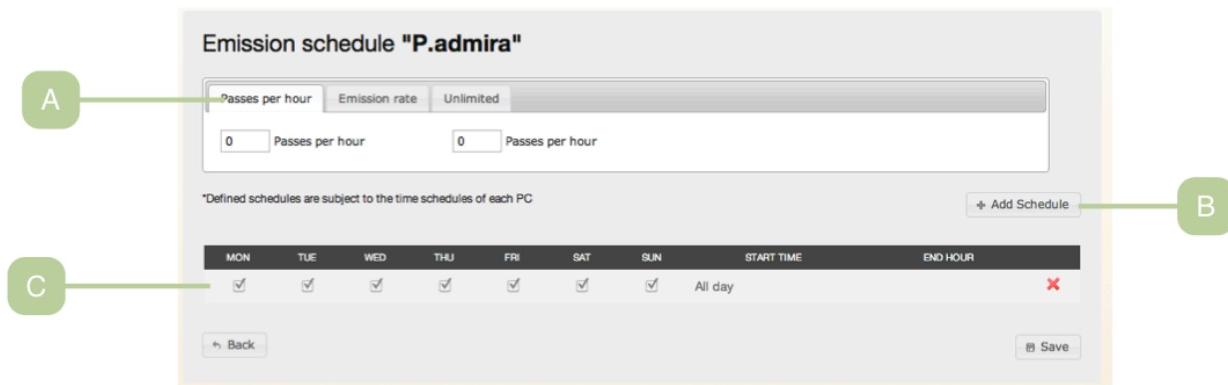


- 1 Select “edit distribution” from the drop down menu located on the right-hand side of the screen.
- 2 Different criteria and their tags that have been created within the project will appear, select all those that you wish to apply.
- 3 As criteria/tags are marked, a list of the screens/players that the content be shown on will appear

- 4 Revise the selection of criteria and repeat steps 2 & 3 for the categories.

Note

The more criteria a content has assigned to it the more restricted its distribution will be. This is because it will only be broadcasted by the fraction of players that comply with its criteria.

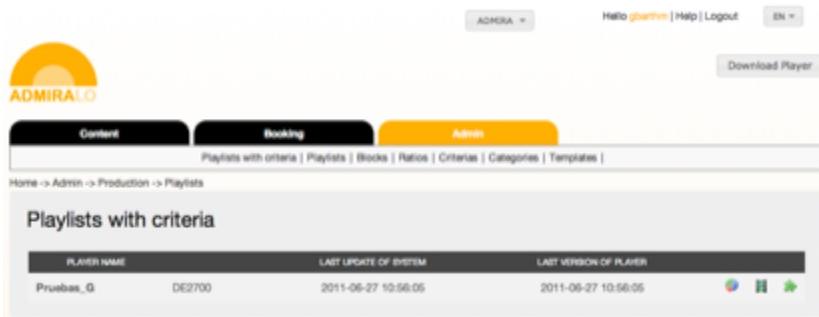


Index	Function	Description
A	Emission type	<p>Passes per hour - Allows you to set the number of passes per hour the content will be shown.</p> <p>Emission rate - Sets how many times the content will be shown as a percentage.</p> <p>Unlimited - Plays the content as often as possible (it is used as filler content).</p>
B	Add schedule	Adds a schedule for the specified content.
C	Schedule	Allows you to determine which days the content will be played.

Playlists

Playlists with criteria

Using playlists with criteria allows the user to have content automatically broadcasted. Within ADMIRALO, content is tagged through our categories and criteria systems. Tagged content will automatically be distributed to screens that have been assigned the same properties, saving you and your company time.

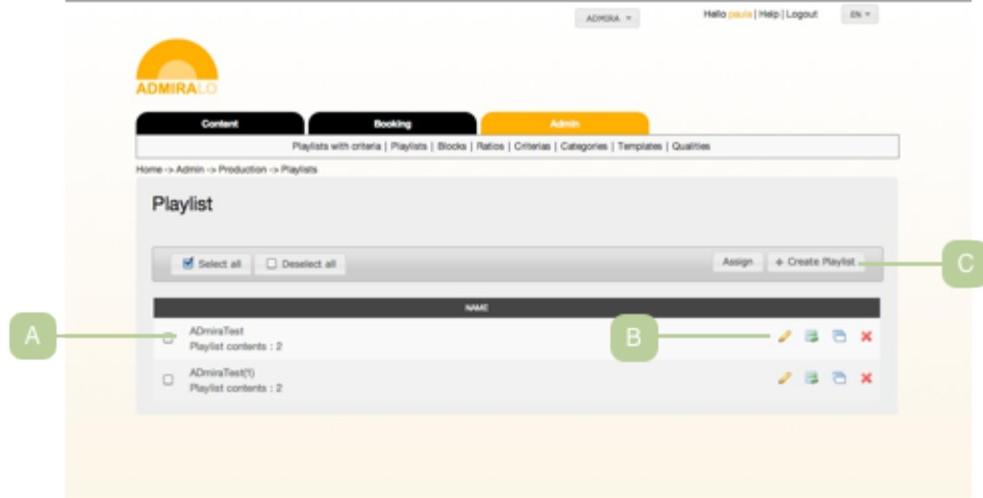


Note

Hovering over the  icon shows what ratio has been assigned to the automatic player. The  button displays an ordered preview of the content that will be shown on the player. Finally, the  icon allows you to edit the criteria and ratio of the player in question.

Playlists

This section allows you to manually create playlists that can be broadcasted to any player that whose Playlist mode is simple (see **Inventory**).



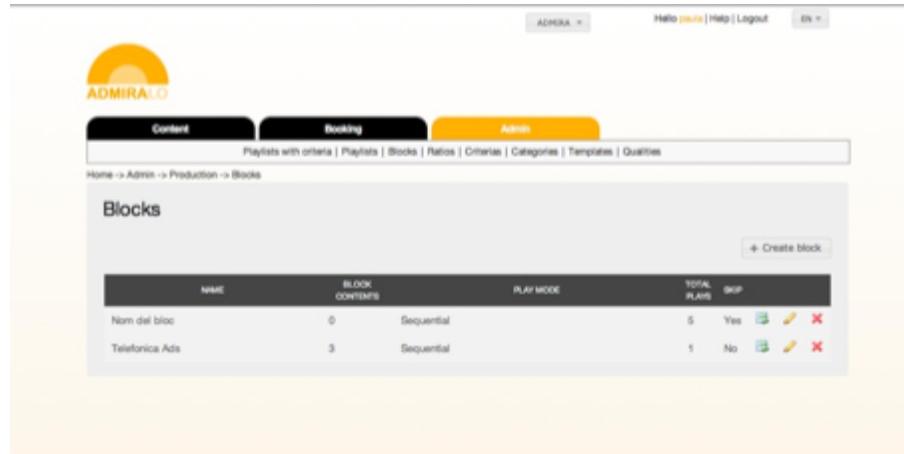
Index	Function	Description
A	Title/Description/Contents	Displays the playlist's title and the number of contents it contains.
B	Add schedule	<input checked="" type="checkbox"/> Displays a preview of the playlist's content <input checked="" type="checkbox"/> Allows you to edit its name and description <input checked="" type="checkbox"/> Lists detailed information about the playlist <input checked="" type="checkbox"/> Will duplicate the selected playlist <input checked="" type="checkbox"/> Deletes the playlist
C	Assign/Create Playlist	Takes the user back to the Administration Panel

Note

From the Playlist Info  screen you can add contents (that have already been uploaded), change position of different blocks of content, and delete or duplicate blocks of content.

Blocks

A block is a container that holds different pieces of content. This provides a way to group together and organize the content you upload.



NAME	BLOCK CONTENTS	PLAY MODE	TOTAL PLAYS	Skip
Nom del bloc	0	Sequential	5	Yes
Telefonica Ads	3	Sequential	1	No

Note

The **Total plays** column dictates the number of contents that will be played each time the block is selected (if the total plays is more than the number of contents contained by the block, content will be repeated).

Skip determines whether the player should substitute another piece of content from the block or skip its slot in case one of the pieces of content isn't playable.

The **play mode** selects whether the content within the block will be played sequentially or randomly.

Adding a block

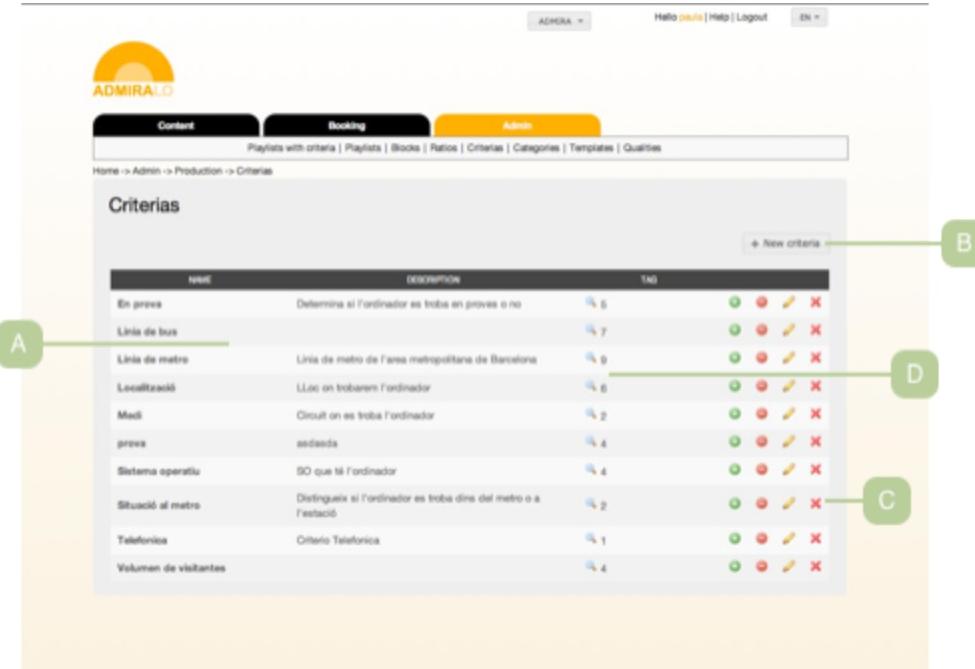
- 1 Click **+Create Block** and enter a **Name** and **Description** (optional) for the new block.
- 2 Select the **Play Mode** and the total desired number of total plays.
- 3 Set the **Skip** to either on or off.

Criterias

Here you will be able to create a list of criteria and tags according to the channel's characteristics and the system's usability.

Note

It is advisable to create a “General” criteria whose tag is “all players”. Such a criteria can be used to distribute content to all the players on the circuit, an example of which would be a “self-promotion” of the channel.



The screenshot shows the ADMIRALO Admin interface under the 'Criteria' section. The page title is 'Criteria' and the URL is 'Home > Admin > Production > Criteria'. The table lists various criteria with columns for NAME, DESCRIPTION, and TAG. Annotations are as follows:

- A**: Points to the first row 'En prova'.
- B**: Points to the 'New criteria' button at the top right of the table.
- C**: Points to the icons in the TAG column for the last row 'Volumen de visitantes'.
- D**: Points to the tag list for the row 'Llina de metro'.

NAME	DESCRIPTION	TAG
En prova	Determina si l'ordinador es troba en proves o no	⊕, ⊖, ✎, ✗
Llina de bus		⊕, ⊖, ✎, ✗
Llina de metro	Llina de metro de l'àrea metropolitana de Barcelona	⊕, ⊖, ✎, ✗
Localització	Lloc on trobarem l'ordinador	⊕, ⊖, ✎, ✗
Medi	Circuit on es troba l'ordinador	⊕, ⊖, ✎, ✗
prova	asdaesa	⊕, ⊖, ✎, ✗
Sistema operatiu	SO que té l'ordinador	⊕, ⊖, ✎, ✗
Situació al metro	Distinguir si l'ordinador es troba dins del metro o a l'estació	⊕, ⊖, ✎, ✗
Telefònica	Criterio Telefònica	⊕, ⊖, ✎, ✗
Volumen de visitantes		⊕, ⊖, ✎, ✗

Index	Function	Description
A	Name/Description	Displays the playlist's title and description
B	Create a new criteria	Allows the user to create a new criteria
C	Icons	<ul style="list-style-type: none"> ⊕ Add a tag to the criteria ⊖ Delete a tag ✎ Edit the criteria ✗ Delete the criteria
D	Tag list	Shows a list of tags associated with the criteria

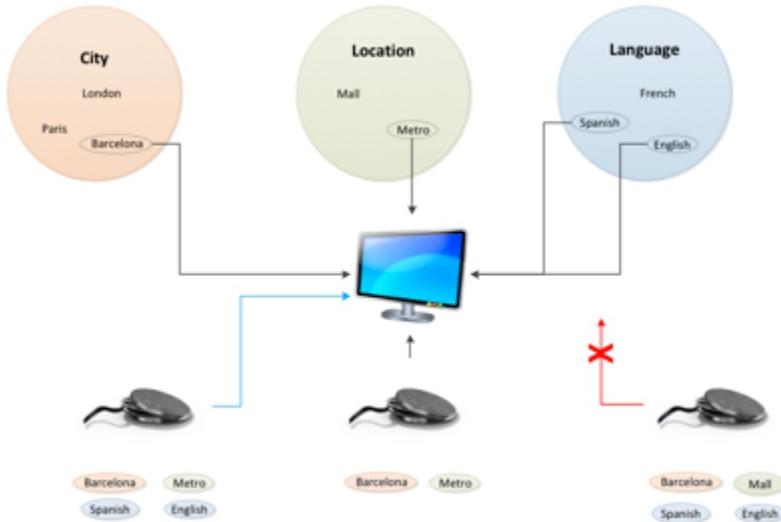
Note

Criteria are used almost exclusively for the automated distribution of playlists (see *Playlists with criteria*). The criteria are defined on both the ADMIRALO system and the individual players (this may be done remotely).

Each of the tags found within a given criteria are linked with at least one player. Associating tags with content indicates which of the players it is to be shown on (only the ones containing those tags). If some content does not have tags defined for a criteria that exists on a player, the criteria will be ignored.

Creating a criteria

- 1 Click **+Create Block** and enter a **Name** and **Description** (optional) for the new block.
- 2 Select the **Play Mode** and the total desired number of total plays.
- 3 Set the **Skip** to either on or off.



Ratios



Note

A ratio consists of different percentages that determine the amount of time dedicated to different types of content. During the creation of a ratio the user defines percentage groups, to each of which existing categories may be assigned.

We recommend that users assign a “general” ratio to players, which may be divided into two variable percentage groups: 50% Publicity / 50% Information. This way the system will automatically adjust the content shares depending on how much free time is left.

Adding a ratio

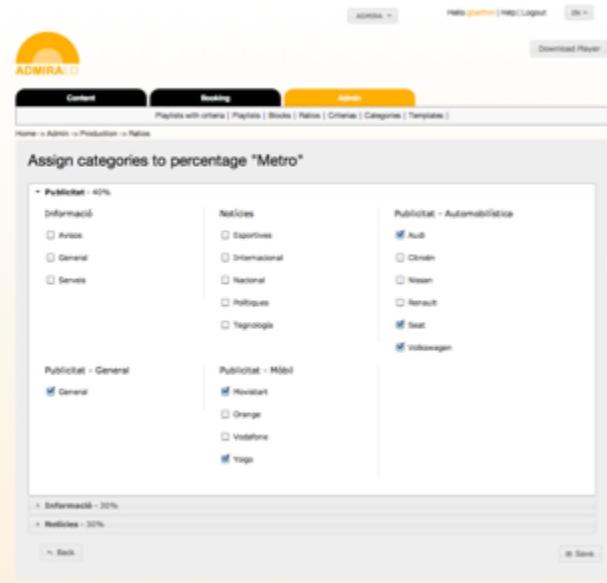
- 1 Click **+Add Ratio** and fill out the spaces for its name and description (optional).
- 2 Press the **+Add percent** button, enter a name for the new percent, and click Add.
- 3 Indicate if you want the percent to be variable and enter the desired percentage.
- 4 Repeat steps 2 & 3 until all the desired percentage groups have been created.
- 5 Once finished click the **Save** icon located at the bottom right-hand corner.

Note

A percentage group that is **No variable** will fill any extra time with either filler content or, in the case that no filler content exists, with its own normal content. In addition, a **No variable** percentage will not permit the user to assign content that would occupy more time than what has been allotted.

A **Variable** percentage will reassigned any unused time to the other groups by dividing it equally among them. This type of percentage group will also take extra time from other groups if it needs more than its assigned time to display all of its content.

Assigning categories to a ratio

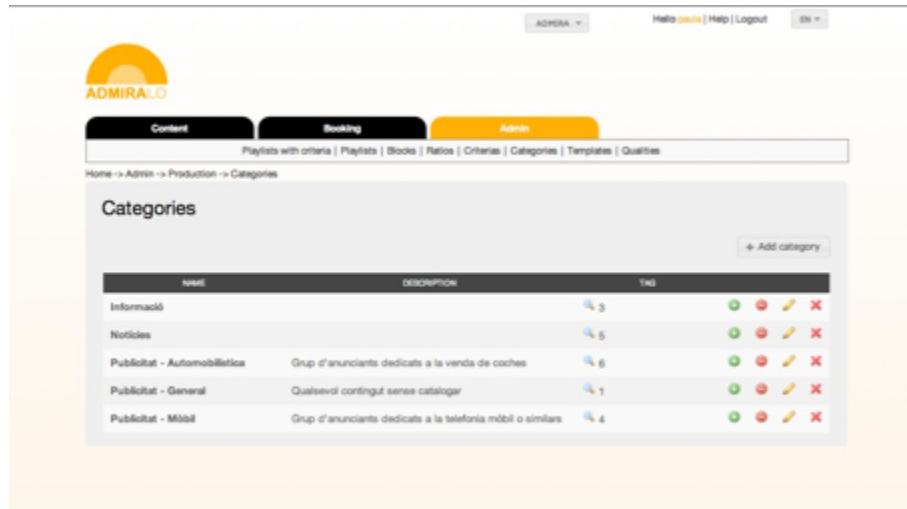


- 1 Click the  icon.
- 2 Check off the categories you wish to apply to each percentage groups.
- 3 Once all the categories have been assigned as desired, click **Save** to complete the selection.

Categories

You can create a list of categories and tags according to the different typologies of the channel's content (Ej. Editorial and Advertisement). These categories can later be

assigned to corresponding percentage groups (see Ratios).



NAME	DESCRIPTION	TAGS
Informació		
Notícies		
Publicitat - Automobilística	Grup d'anunciant dedicats a la venda de coches	
Publicitat - General	Qualsevol contingut sense catàleg	
Publicitat - Mòbil	Grup d'anunciant dedicats a la telefonia mòbil o similars	

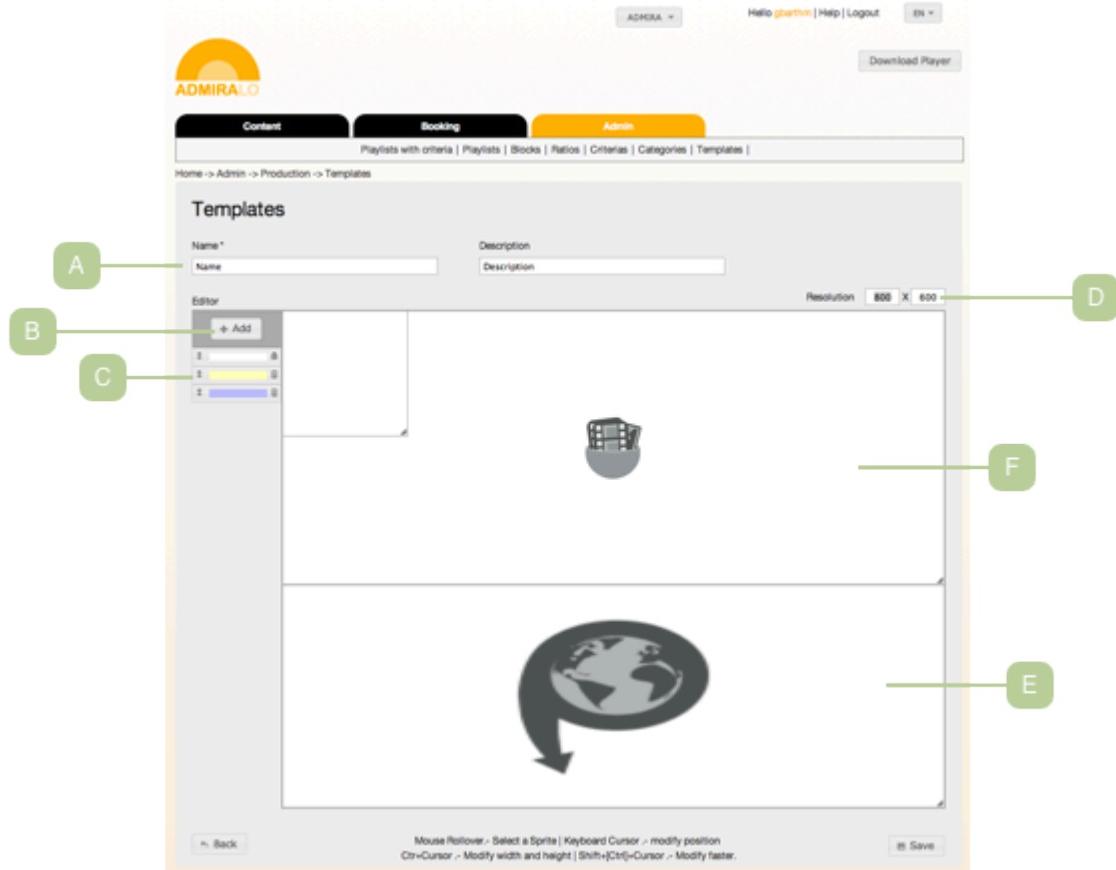
Creating a new category

- 1 Click **+Add category** and fill out the spaces for its name and description (optional)
- 2 Click **Save** once finished to return to the Categories page
- 3 Use the and to add or remove tags, and to edit the Category

Note

Categories are primarily used in the determination of broadcast ratios. Within a ratio each percentage group contains at least one category. Categories are also assigned to content, classifying the content and allowing the ratio to determine which of the percentage groups it belongs to.

Templates



Index	Function	Description
A	Name/Description	Displays the template's name and description .
B	Add layer	Adds a layer to the template.
C	Layers	A section that allows you to select different layers that are found in the template. Dragging the layer selectors permits you to reorder the layer sequence (determining which appear to be in front or behind the others).
D	Resolution	The master resolution for the template.
E	Static layer	A static layer is one that will always display the same pre-selected content.
F	Dynamic layer	The dynamic layer is the area in which content that is sent to the player will be displayed.



Note

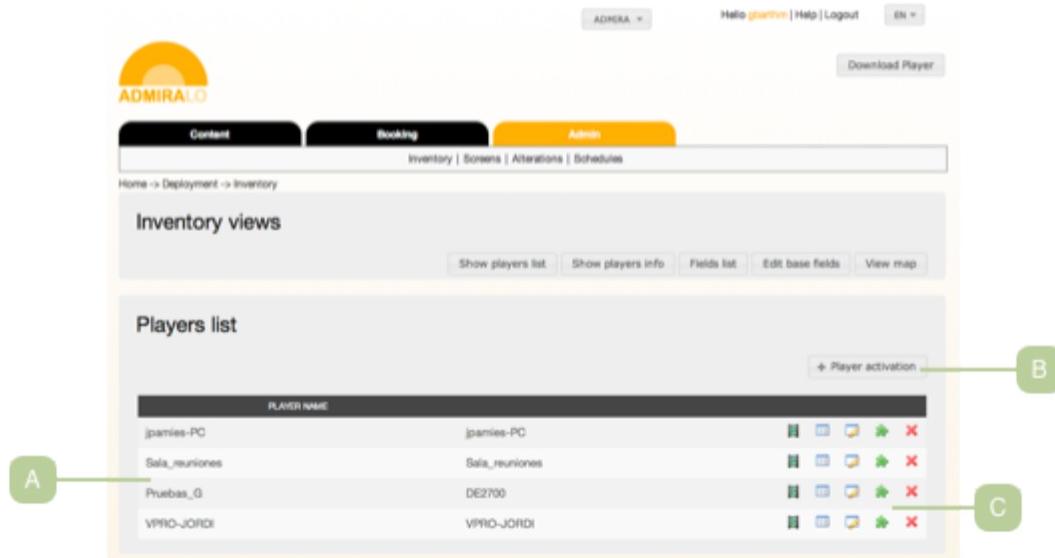
Templates can be assigned to files within a playlist to achieve a certain look and feel. They can also be used with either a .swf video or ticket text (ex. an RSS feed from Google News) on a shared screen.

Creating a new template

- 1 Fill out the Template's name and description.
- 2 Add as many layers as desired.
- 3 Determine the template's layout by resizing and dragging the layers into their desired places.

Inventory

The inventory displays a list of all the players that are connected with the ADMIRALO platform.



Index	Function	Description
A	Name/Description	Player name and description.
B	Create a new criteria	Adds a player.
C	Icons	<ul style="list-style-type: none"> View playlists associated with the player. Show details about the player. Displays how the player is been configured. Edit criteria and categories for the player.

Note

To change the playlist mode from simple to advanced (or vice versa) click on the Config  icon, and then on the Edit button at the bottom right hand corner. This screen allows you to adjust the player's basic information, including its **Playlist mode** which can be changed from Simple to Auto (advanced).

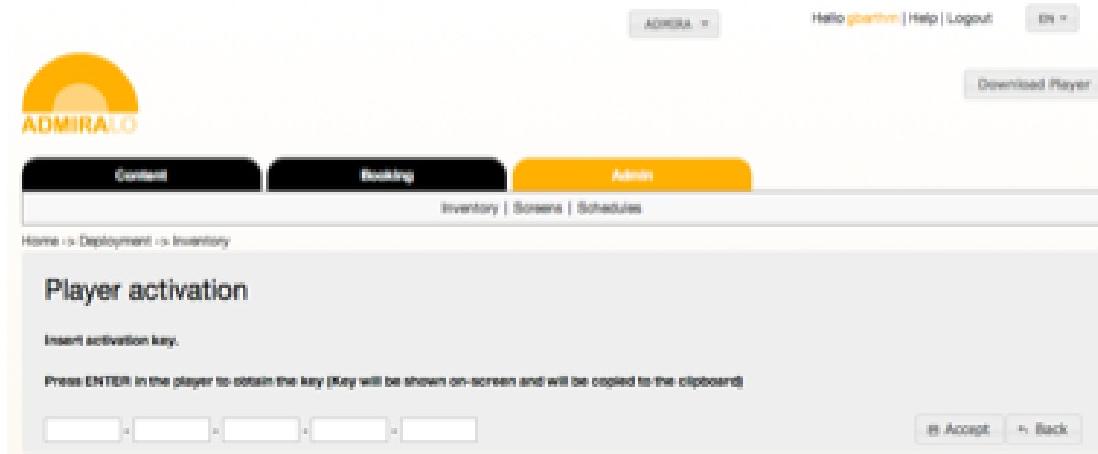
Activating a new player



ADMIRALO - Content Management
USER MANUAL

You can install the broadcasting software downloading the file.exe from <http://www.admira.mobi/Downloads/ADMiraMobi.exe> or from ADMiramobi, button "Download Player".

- 1 Install the ADMira software and follow the on-screen instructions.
- 2 Restart the player after the installation is complete.
- 3 After the computer has restarted, allow it to sit for 5 seconds. The ADMira system should now be active.
- 4 Log into the ADMIRALO system and navigate to the inventory screen.
- 5 Click **+Player activation**.
- 6 Locate the API key by holding down the enter key on the new player. Enter this key into the player activation screen in ADMIRALO.



Note

The players have installed a software package composed of 3 essential nodes: a content player, a transfer manager who takes care about playlists and files, and a transfer manager who takes care of the software updates.

These players are connected to servers, telling them exactly what they have to play and gather statistics of issue (logs). The players can run through a proxy without any problems, you only need to specify the address, port, and if you need username and password.

Instructions for proper functioning of the player

- 1 Access to BIOS and activate **Power always** (to start automatically in case of power failure)
- 2 Leave only admin user, delete any other.
- 3 Disable the screen saver.
- 4 Disable power saving, put **Shut Down** in “Never”.
- 5 Set the screen resolution to the appropriate content resolution.
- 6 Disable automatic updates.

- 7 Disable Windows alerts.
- 8 Hide desktop icons and the start bar.
Ocultar iconos de escritorio / Ocultar barra de inicio.
- 9 Schedule shutdown task, if necessary.
- 10 Disable or configure appropriately antivirus.
- 11 Verify that you have internet access
Comprobar que tiene acceso a Internet.

Note

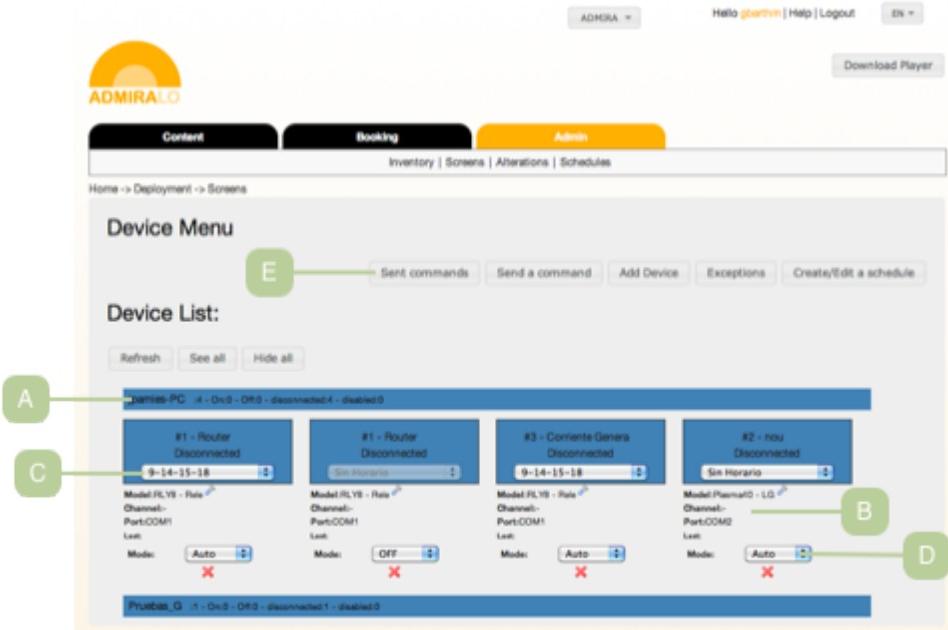
To stop the Player press: **Clic left mouse + ESC**. Then **Clic right mouse** on the icon  **Stop Player**

Screens

This section is used to control players that are attached to more than one screen.

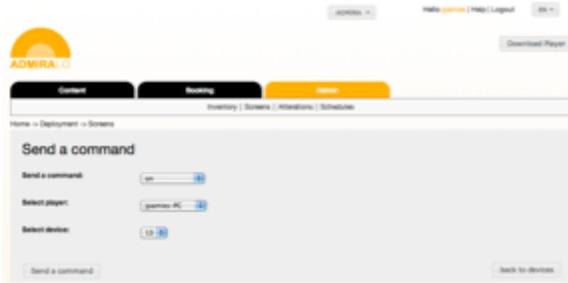
Through the options found here it is possible to individually control each screen's (or relay, projector, etc.) schedule and play mode.

For this functionality it is necessary that the screens are connected to the PC by RS23.



Index	Function	Description
A	Player Info	Displays player name, how many screens are attached to it and their current states.
B	Screen Info	Detailed information pertaining to each screen.
C	Setting	A menu that allows you to control each screens state, you can set it to not have a schedule, to be always off (or on), or to use a custom schedule.
D	Mode	Sets the play mode for the content being shown on that player.
E	Menu	From this menu you can choose to view sent commands, send commands, add devices, create exceptions, and create/edit a schedule.

Sending a command



- 1 Click **Send a command**.
- 2 Select a command, player, and device from the drop down menus.
- 3 You can also send a personalizable command (ex. changing the volume).
- 4 Click **Send a command** to finish.
- 5 Click **+Player activation**.

Adding a new screen



- 1 Click **Add device**.
- 2 Fill in the screen's name and remote id.
- 3 Select the player it is connected to.
- 4 Choose the device's model and its COM port.
- 5 Click **Associate Device** to finish.

Creating an exception



- 1 Click **Create/Edit a schedule**.
- 2 From the menu above, choose to create a new schedule or edit an existing one.
- 3 Select the schedule's hours (you can use the buttons located at the top to select time ranges).
- 4 Enter a name and description.
- 5 Click **Save Schedule** to finish.

Note

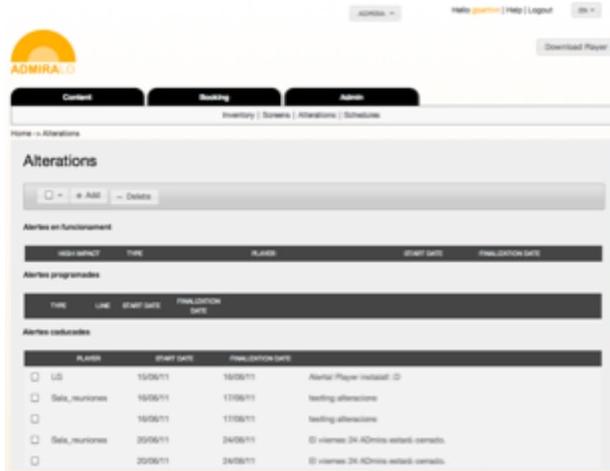
Exceptions are used to tell a device to temporarily behave differently from its normal schedule. You can even tell the device to behave as if it were a different scheduled day (ex. behave like Saturday).

Screen Warning

Alterations provide a way for you to send out ticker text to the screens and players that are registered with ADMIRALO.

From this screen you can view functioning alterations, programmed alterations, and expired alterations.

This section also allows you to delete and add alterations.



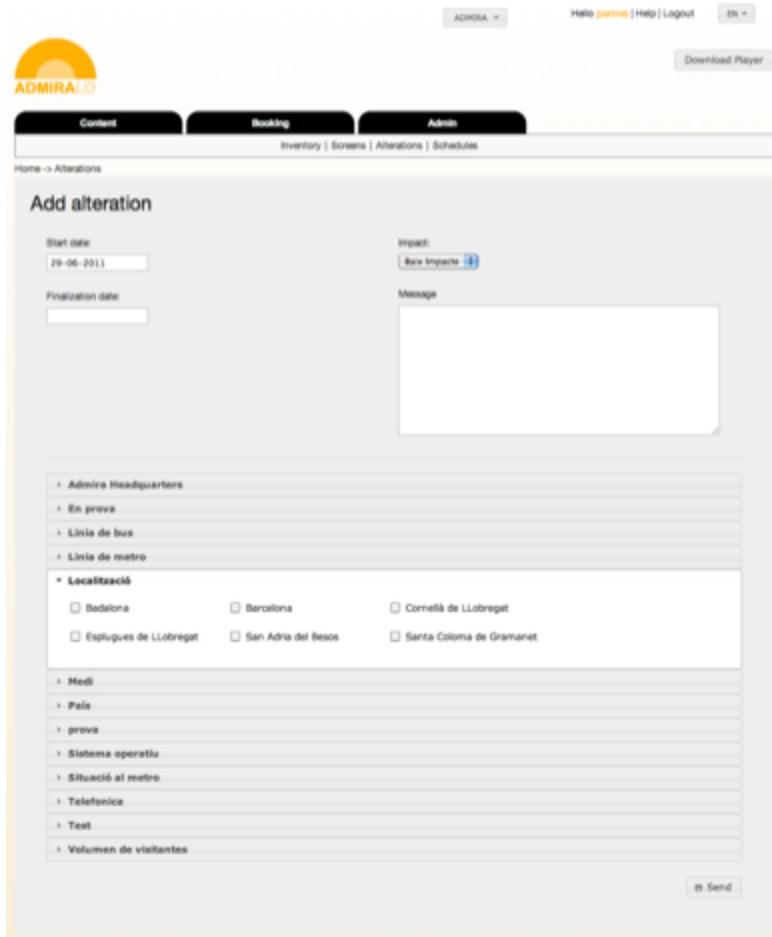
NAME	LINE	START DATE	FINALIZATION DATE	
LS		15/06/11	16/06/11	Alerta Player instalado.
Sala_reuniones		16/06/11	17/06/11	Testing alteraciones.
		16/06/11	17/06/11	Testing alteraciones.
Sala_reuniones		20/06/11	24/06/11	El viernes 24 ADMira estrena concierto.
		20/06/11	24/06/11	El viernes 24 ADMira estrena concierto.

Note

There are two different types of alterations, corresponding to low and high impact. Low impact alterations consist of scrolling ticker text that can be placed in different locations around the screen. High impact alterations are generally for very important messages and/or emergencies. A high impact alteration uses the entire screen, displaying the desired text in bold against an attention grabbing color.

Adding an alteration

- 1 Click **+Add** in the alterations section.
- 2 Select a start and end date.
- 3 Select whether the alteration is to be high or low impact.
- 4 Write your message.



Note

In the lower section of the screen you will find a list of the different criteria that have previously been defined. Clicking on one of the criteria will show you a list of all the players associated with it.

- 5 Select all of the screens you want the alteration to appear on.
- 6 Once finished, click the **Send** button in the lower right-hand corner.



Schedules

The screenshot shows the ADMIRALO user interface. At the top, there is a navigation bar with links for 'ADMIRA', 'Hello goarthon', 'Help', and 'Logout'. Below the navigation bar, there is a 'Download Player' button. The main menu has three tabs: 'Content' (black), 'Booking' (black), and 'Admira' (yellow). The 'Admira' tab is currently selected. Underneath the tabs, there are four sub-links: 'Inventory', 'Screens', 'Alterations', and 'Schedules'. The main content area is titled 'List' and displays a table of player schedules. The table columns are: PLAYER NAME, START DATE, END DATE, MON, TUE, WED, THU, FRI, SAT, SUN, START HOUR, and END HOUR. The rows show four players: jparries-PC, Sala_reuniones, DE2700, and VPRO-JORDI. Each row includes edit and delete icons. At the bottom of the table, there are two buttons: '+ Multiple assign' and '+ Add'.

Creating a new schedule

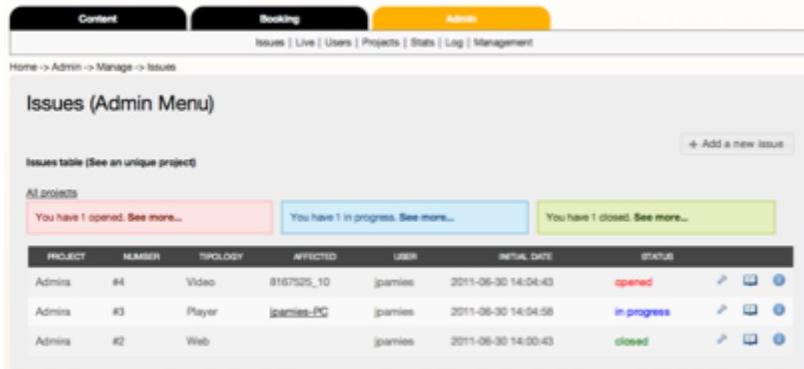
- 1 Click **+Add** located at the bottom right of the screen.
- 2 Select the player you wish to add the schedule to from the drop-down menu.
- 3 Click the button to set the player's schedule.

Note

Alternatively, you can use the **+Multiple assign** button to create a schedule(s). To do so you must specify the start and end date / time, along with the days of the week the player will broadcast. The lower part of the multiple assign screen allows you to select which of the activated players the schedule will be applied to.

Issues

This section allows the user to file any issues they are having with any piece of hardware or software, so that the problem can be noted and taken care of.



The screenshot shows the 'Issues (Admin Menu)' page. At the top, there are three tabs: 'Content' (grey), 'Booking' (black), and 'Admin' (yellow). Below the tabs is a navigation bar with links: Home, Live, Users, Projects, Stats, Log, and Management. The main area is titled 'Issues (Admin Menu)' and contains a table with three rows of data:

PROJECT	NUMBER	TOPOLOGY	AFFECTED	USER	INITIAL DATE	STATUS
Admira	#4	Video	B167525_10	[jarmies]	2011-06-30 14:04:43	opened
Admira	#3	Player	jarmies-PC	[jarmies]	2011-06-30 14:04:58	in progress
Admira	#2	Web		[jarmies]	2011-06-30 14:00:43	closed

Below the table, there are three colored buttons: red (You have 1 opened. See more...), blue (You have 1 in progress. See more...), and green (You have 1 closed. See more...). A button '+ Add a new issue' is located at the top right of the table area.

Adding an issue

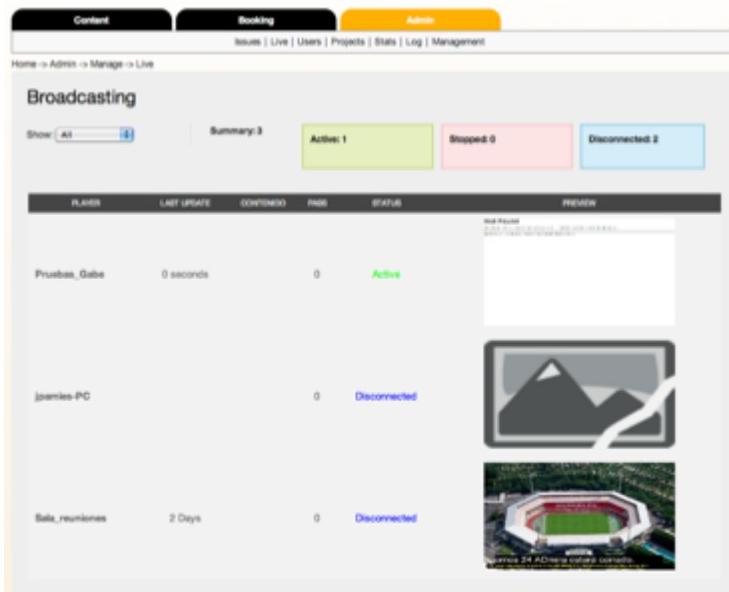


The screenshot shows the 'Add new issue' form under '(Admin Menu) Admira'. It has several input fields and dropdown menus:

- My issue is...**: A dropdown menu with options like 'a player doesn't work'.
- Project name...**: A dropdown menu with options like 'jarmies-PC'.
- Topology...**: A dropdown menu with options like 'Hardware'.
- Rename your issue**: An input field containing a placeholder.
- Describe your problem(10 characters min.)**: A large text area for a brief description.
- Upload file**: A button with a placeholder 'Seleccionar archivo'.
- Send**: A button at the bottom right.

- 1 Click **Create/Edit a schedule**.
- 2 From the menu above, choose to create a new schedule or edit an existing one.
- 3 Select the schedule's hours (you can use the buttons located at the top to select time ranges).
- 4 Enter a name and description.
- 5 Click **Save Schedule** to finish.

Broadcasting



The screenshot shows the ADMIRA Admin interface with the 'Admin' tab selected. The main area is titled 'Broadcasting'. A summary at the top indicates there are 3 items: 1 Active, 0 Stopped, and 2 Disconnected. Below this, a table lists three players:

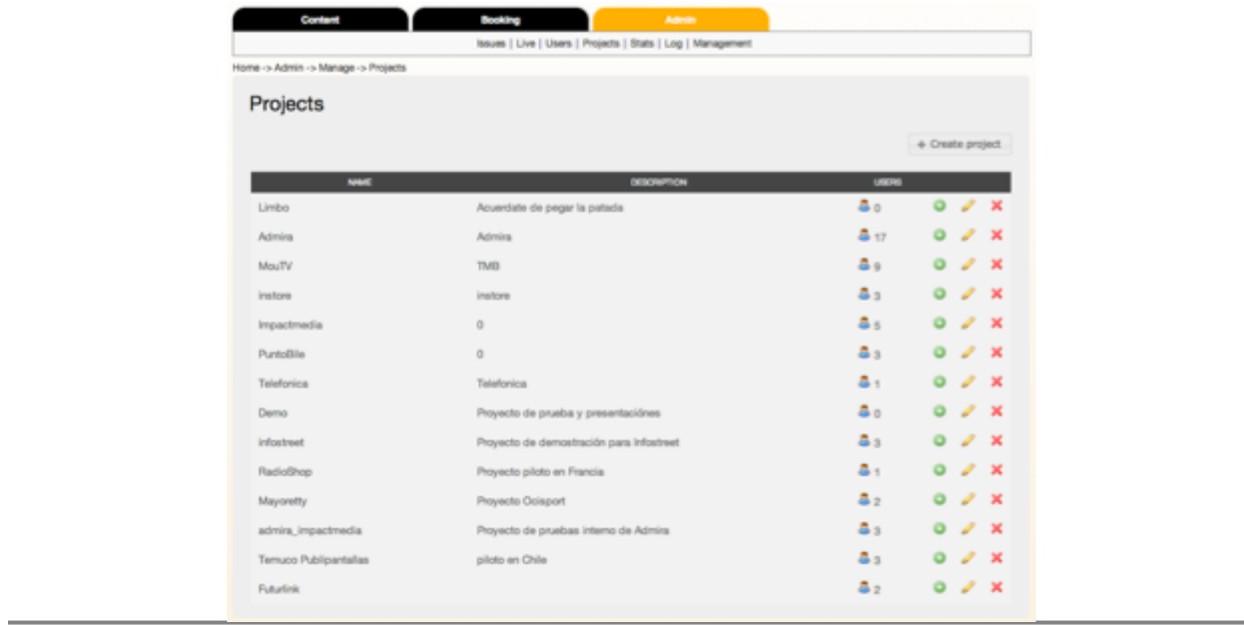
PLAYER	LAST UPDATE	CONTENIDO	PASE	STATUS	PREVIEW
Pruebas_Gabe	0 seconds	0	0	Active	
jormies-PC	0	0	0	Disconnected	
Balz_reuniones	2 Days	0	0	Disconnected	

Note

The live section displays an overview of all the material being broadcasted across the players registered within the project. This section also provides information about the player's status (active, stopped, disconnected), and a thumbnail image of the content that was being shown during the last update.

Projects

The projects screen provides an overview of all the projects that the user has access to. Usually, an administrator will only have access to project his company, though the possibility of inviting a project to another system user.



NAME	DESCRIPTION	USERS
Limbo	Acuerdate de pegar la pataca	0
Admira	Admira	17
MouTV	TMB	9
instore	instore	3
Impactmedia	0	5
PuntoBille	0	3
Telefonica	Telefonica	1
Demo	Proyecto de prueba y presentaciones	0
infostreet	Proyecto de demostración para Infostreet	3
RadioDshop	Proyecto piloto en Francia	1
Mayoretty	Proyecto Ociisport	2
admira_impactmedia	Proyecto de pruebas interno de Admira	3
Temuco Publipantallas	piloto en Chile	3
Futurlink		2

Users

User types:

- Administrator: All permissions granted
- User: Granted a selection of specific permissions (personalized configuration)

The administrator may add a new user and assign them certain permissions (players management, create new users, modify playlists, upload content, see project data, ...). By clicking on the user name it is possible to edit their basic information: first and last names, email, and to change their password used to access the web portal.

Setting user privileges - an administrator can select the privileges for each user of the project and define its scope of action in different system areas, as the players inventory, incident management, playlists, criteria, content, ratio, categories, reserves, displays and statistics,



among other configuration tabs.

Stats

The statistical data that is registered within the system can be filtered by:

- Content - The system permits you to select the content that we want to see the transmission data for.
- Detail - It is possible to view the information broken down by data, the chart will display the number of passes for
- each video (with a color code). If not specified, data for the entire year will be presented.
- Video - A 10x10 miniature display of each video.
- Date range - It is possible to select an interval for the transmission of determined data through the calendar.

Once these options are marked you have to click continue in order to select the player(s) within the circuit that we wish to collect transmission data from.



The screenshot shows the ADMIRA Content Management System's Admin interface. The top navigation bar includes tabs for Content, Booking, and Admin, with Admin being the active tab. Below the tabs is a sub-navigation menu with links to Issues, Live, Users, Projects, Stats, Log, and Management. The main content area is titled "Stats" and features a bar chart with red bars representing various content items. The Y-axis ranges from 0 to 33,600. The X-axis lists categories with their respective counts: 10, 31514, 5789, 19823, 11638, 11622, 43, 235, 20490, and 10897. Below the chart is a grid of thumbnail images, each with a count underneath. A "Export to pdf" button is located in the top right corner of the stats area.

Category	Count
10	10
31514	31514
5789	5789
19823	19823
11638	11638
11622	11622
43	43
235	235
20490	20490
10897	10897
1957	1957
33126	33126
1265	1265
1272	1272
944	944
407	407
312	312

Support Center

The system places at the disposition of the users a support center that is integrated into the platform, all of the content that is included in this manual can be consulted online at any moment by clicking the link “Help”, located in the upper right-hand corner of the page. In addition, the users can leave comments about their experience using the system, that can be of use to other SVC operators.

The support center includes a brief general description of the system and its general functions, information about the content (related to the categories and criteria found in the advanced mode) and the administration sections (distribution, management, and production). As the system is being used, we will be filling in and improving the contents of this section with user feedback and a registry of possible incidents. The support center will also display solutions to frequent problems that may occur with the web, with the players and/or while uploading content to the system.



ADmiralo - Content Management
USER MANUAL

A screenshot of the ADMIRALO Support Center. At the top, there's a navigation bar with tabs for "Content", "Booking", and "Admin". Below the navigation bar, a breadcrumb trail shows "Home -> Support center". The main title is "Support Center". The page is divided into three columns: "Overview", "Any Problem?", and "Report a Issue".

Overview	Any Problem?	Report a Issue
The Basics <ul style="list-style-type: none">General DescriptionWelcome to the Support Admira Center	Problems with our web <ul style="list-style-type: none">Ask to the questions about the website	
Contents <ul style="list-style-type: none">CategoriesContentsCriteria	Problems with the players	
Administration <ul style="list-style-type: none">DistributionManageProduction	Problems with the contents	
view more...	view more...	view more...

At the bottom of the page, there are links for "About us" and "Support Center Editor".